

September 19, 2006 CPC



STAFF'S
REQUEST ANALYSIS
AND
RECOMMENDATION

07PR0148

Bogese Companies
(River Forest Retail Center)

Bermuda Magisterial District
Southeast of Ironbridge Road and Branders Creek Drive

REQUEST: Adjustment to approved architecture

Bogese Companies requests Planning Commission approval of revised architecture for an approximately 31,000 square foot retail/office center.

RECOMMENDATION

Staff recommends approval of the revised architecture design per the one (1) condition below for the following reasons:

- A. The proposed architecture blends the character of the existing shopping center and the outparcel buildings to achieve the intent of architectural compatibility as required by Condition 7 of schematic plan Case 89PS0173.
- B. The colors of the proposed architecture closely match the primary colors from the Walmart Center and the Applebee's Restaurant.
- C. The proposed condition establishes an architectural theme that ultimately will be followed by future buildings within the Ironbridge Plaza Shopping Center and by future buildings to the west.

CONDITION

The architecture for this addition to the Ironbridge Plaza Shopping Center shall include red brick (Southside Brick by Pine Hall or matching brick) as the primary exterior material. Except for accent brick patterns, the mortar for the brick shall be sandstone/buff in color. EIFS* may be used as an accent material for up to thirty (30) percent of any

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building face and shall be of a color closely matching the color of the Wal-Mart Center. EIFS may only be used on the building at or above a height of nine (9) feet from the first floor elevation. Visible roofs shall be standing seam metal and shall be either dove gray or green. Parapet walls shall include a strong cornice feature in scale with the building elevation that is of a white accent color regardless of material used. Other accent materials incorporated into the design shall be of any color noted above.

* Note: The term “EIFS” (pronounced “EE-FUSS”) is an acronym for Exterior Insulation Finish System. The typical trade name is “Dryvit”.

Associated Public Hearing Cases:

06PR0312 – Bogese Companies
89PS0173 – Schematic Plan for The Baird Tract
89SN0110 – Ironbridge Properties, II, L.P

Developer:

Bogese Companies

Design Consultant:

Freeman Morgan Architects

Location:

Southeast of Ironbridge Road and Branders Creek Drive. Tax ID 777-653-9412 (Sheets 25 & 26).

Existing Zoning and Land Use:

C-5; Vacant

Size:

5.5 acres

Adjacent Zoning and Land Use:

North – C-5; Vacant
South – C-5, Commercial
East - C-5; Commercial
West - R-MF; Single family residential, O-2; Vacant and C-5; Public/semi-public

BACKGROUND

The applicant requests an adjustment to the architecture approved by the Planning Commission at the public meeting on June 20, 2006. Architectural compatibility is required by Condition 7 of schematic Case 89PS0173 as follows:

“All buildings within each zoning classification of this project shall be architecturally compatible.”

The Ironbridge Plaza Shopping Center is not consistent architecturally between the main center and the outparcel uses. Nevertheless, the architectural condition approved on June 20, 2006 was approved to tie the proposed building more closely to the main center (Wal-Mart) and is as follows:

CONDITION

The upper portion of the building above the awnings shall be of similar masonry construction and masonry color as the existing shopping center. (P)

Since June 20th, the owner has decided he wants the appearance of his building to more closely align with the Applebee's Restaurant building. To achieve architectural compatibility overall, the owner has agreed to use the off-white color of the Wal-Mart Center as a significant accent color in the building (now shown in EIFS) that is primarily serving as a sign band above the awnings. The red brick has increased around the building up to the roof line to carry forward the Applebee's red brick image.

In order to establish an overall architectural theme for the Ironbridge Plaza Shopping Center, a condition is proposed on this phase of the shopping center. While the condition is not directly imposed on rest of the shopping center, it is indirectly applied to the rest of the property through the architectural compatibility condition in schematic Case 89PS0173 (stated above). For properties to the west that have a condition to be compatible with the existing shopping center, the proposed condition serves as the architectural theme to be met on those properties.

CONCLUSIONS

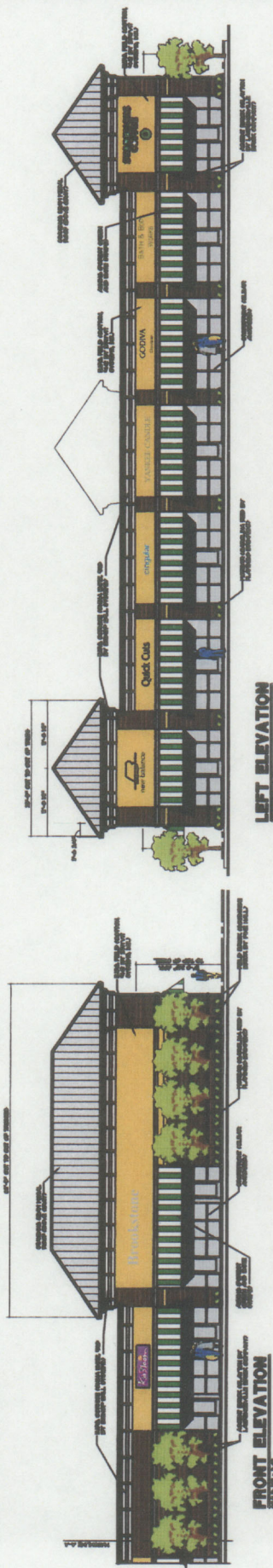
The benefits of the one (1) condition allow for the establishment of an architectural theme that will guide all new development within the shopping center and for properties to the west, and for any redesign of the existing center. While the condition is specific as to materials and colors, it allows for architectural variation in design. This type of theme statement is typical of a theme statement that occurs in the Emerging Growth Areas of the County. Staff recommends approval of the request.



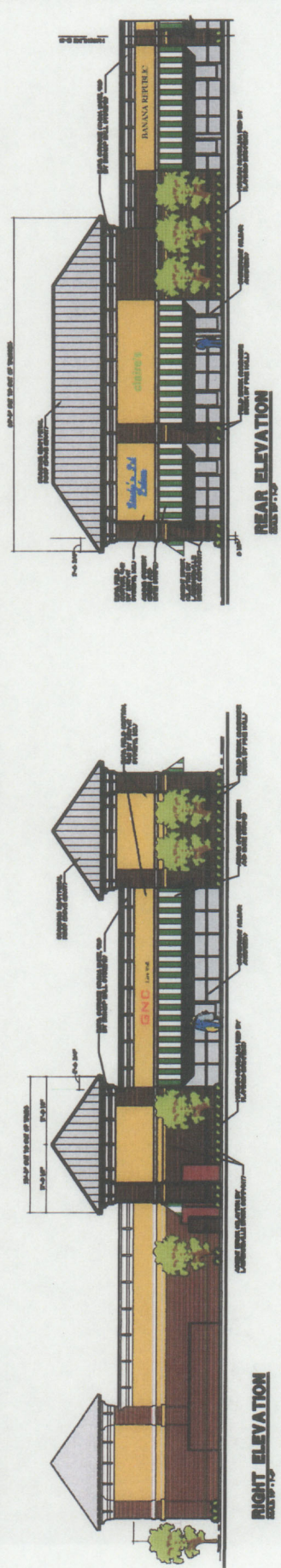
EXTERIOR ELEVATIONS



FRONT ELEVATION



FRONT ELEVATION



RIGHT ELEVATION



REAR ELEVATION